

PLUG IN AMERICA



AB118 – Zero Emission Vehicle (ZEV) Clean Vehicle Rebate Program

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Plug In America



Plug In America advocates the shift to plug-in vehicles powered by clean, affordable, domestic electricity to reduce our nation's dependence on petroleum and improve the global environment.

Introduction

AQIP ZEV Clean Vehicle Rebates can drive California ZEV market!

- Goal to get ZEVs and PHEVs on the road asap
- Consumer incentives are key to initial market acceptance
- California needs to lead – other states now proposing higher incentives
- Incentivize local governments/AQMDs to adopt early (no Federal help)



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Goals

- Secure early deployment to California on next generation ZEVs/PHEVs
- ZEVs in existing AFIP program include: Tesla, Vectrix, GEM, Honda, Miles, and ZENN
- New companies with announced ZEVs shipping in 2009: Aptera, Brammo, Electric Motorsport, Myers Motors, Zero Motorcycles
- OEMs with announced fleet or consumer test programs for 2009-10: GM, Nissan, BMW, Toyota, Hyundai, Mitsubishi, Ford, Chrysler
- Incentives can bring fleets and consumer tests to California earlier



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Overall Program Recommendations

- Leverage success of current AFIP program
- Include PHEV Conversions approved for sale in California
- Include Zero Emission Motorcycles (ZEMs)
- Significantly increase budget allocation for ZEV Clean Vehicle Rebates
- Plug In America estimate – increase to \$9.75M



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Overall Program Recommendations

Plug In America Proposed FY 2009-10 ZEV Funding

Approximate Number of Vehicles	Vehicle Rebate Amount	Total FY 2009-10 Funding
Up to 1000 ZEVs	\$5,000	\$5,000,000
Up to 500 PHEVs	\$3,000	\$1,500,000
Up to 500 PHEV conversions	\$1,500	\$750,000
Up to 1,000 ZEMs	\$1,500	\$1,500,000
Up to 1,000 NEVs	\$1,000	\$1,000,000
	TOTAL	\$9,750,000



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Electric Motorcycles Overview (2 & 3-wheeled)

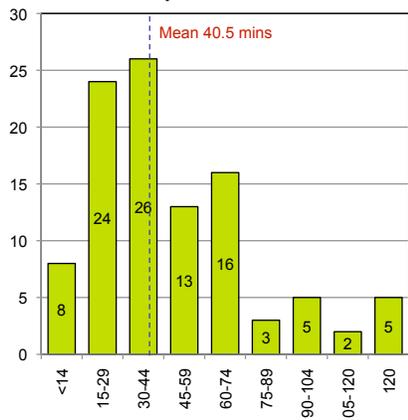
- Plug In America joined with this segment to create 2-3 EV coalition
- Affordable and available plug-ins
- Highway capable zero emission motorcycles offer significant VMT and air quality benefits
- Easily used for commuting – mean commute distance in California ~ 20 miles



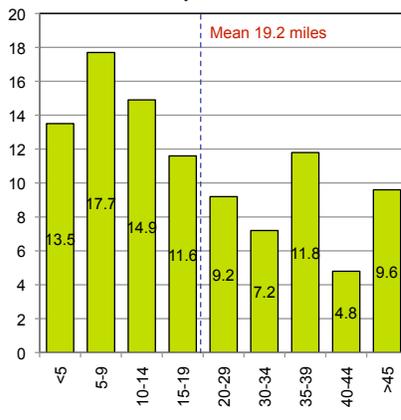
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Census data reveals many Americans within range for motorcycle
Over 16.3M commuters in California alone

% Ave. One Way Commute Time in CA '06



% Ave. One Way Commute in CA '06



Source: CA State of Commute



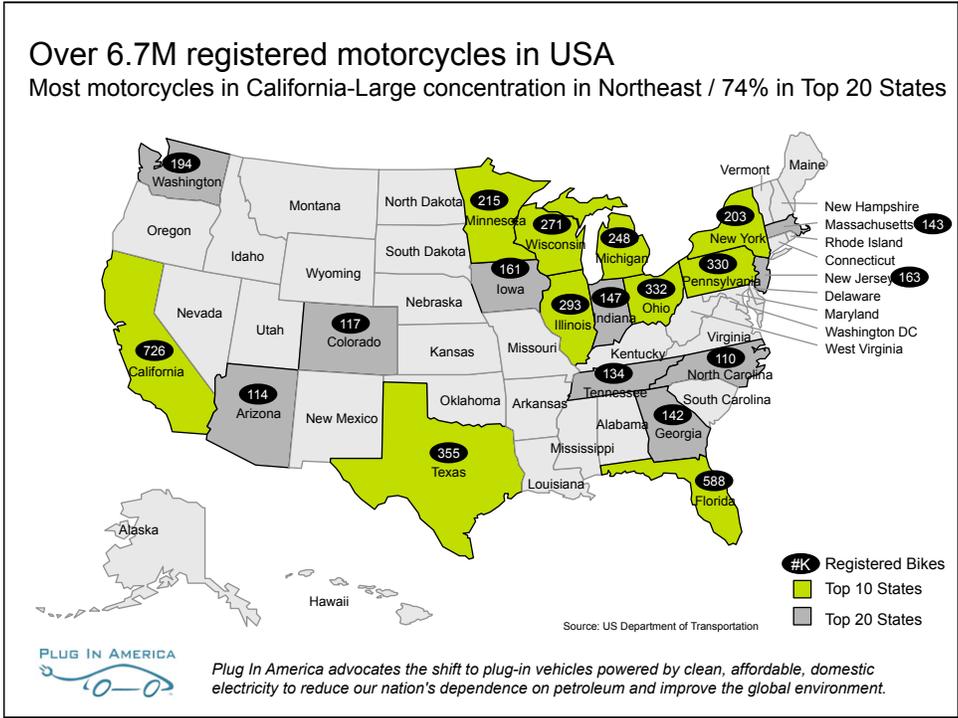
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“Americans spend in excess of 100 hours commuting to work each year. For the nation as one, the average daily commute to work lasted about 24.3 minutes in 2003. A motorcycle or a scooter does not offer a lot of passenger room or storage space, but most get far better mileage than even a hybrid car and at a far cheaper price. Moreover, two wheelers have the added advantage of maneuverability to beat the rush hour traffic. With fuel prices skyrocketing, motorcycles and scooters can be a practical fuel-economy transportation option for the typical half hour drive to work.”

American Community Survey (ACS) data released by the U.S. Census Bureau
March 2005



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Electric Motorcycles Overview (2 & 3-wheeled)

- ZEM businesses create jobs – Five California companies in coalition, plus California sourcing (Aptera, Electric Motorsport, Mission Motors, Persu Mobility, and Zero Motorcycles)
- Employment estimates for entire ZEM industry
 - 12 month job creation = 1,900 in US
 - 5 year job creation = 16,000 in US
- Companies estimate shipment of 1500-4000 ZEMs into California in FY2009-10

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Market for Electric Motorcycles (2 & 3-wheeled)

- Motorcycles are excellent candidates for consumer incentives – Vectrix increased market share by 50% in California during AFIP program
- Rebate of \$1500 would typically reduce the incremental cost between ICE and EV by 30%-40% (CARB AQIP target goal = 50%)
- Recommendation: Include ZEMs in AQIP ZEV Rebate Program, increase funding to support



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